

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

Mentzer Media Services, Inc.
600 Fairmount Avenue
Suite 306
Towson, MD 21204

Contract / Revision	Alt Order #
489093 /	06273652
<u>Product</u>	
RESTORE OUR FUTURE	
<u>Contract Dates</u>	<u>Estimate #</u>
08/14/12 - 08/20/12	501
<u>Advertiser</u>	<u>Original Date / Revision</u>
ISS/Restore Our Future	08/13/12 / 08/13/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>
EOM/EOC	Broadcast
<u>Station</u>	<u>Account Executive</u>
KVVU	Teresa Difuria
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 25-64	
<u>IDB#</u>	<u>Advertiser Code</u>
1021	Product Code
<u>Agency Ref</u>	<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
E 2	KVVU	08/14/12	08/17/12	Anderson	3-4p		:30			NM	4	\$1,100.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
	Week: 08/13/12	08/19/12	-TWTF--	4				\$275.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	3	KVVU	08/13/12-08/19/12	Anderson	3-4p	-TuWThF----	:30		\$275.00	NM		
			See MG 2.6									
	4	KVVU	08/13/12-08/19/12	Anderson	3-4p	-TuWThF----	:30		\$275.00	NM		
			See MG 2.5									
	5	KVVU	08/16/12-08/16/12	Anderson	2-3p	-----Th-----	:30		\$275.00	NM		
	④	MG for 2.4 08/16										
	6	KVVU	08/17/12-08/17/12	Anderson	2-3p	-----F-----	:30		\$275.00	NM		
	④	MG for 2.3 08/17										
E 3	KVVU	08/14/12	08/17/12	The Dr.Oz Show	4-5p		:30			NM	4	\$1,400.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
	Week: 08/13/12	08/19/12	-TWTF--	4				\$350.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	3	KVVU	08/13/12-08/19/12	The Dr.Oz Show	4-5p	-TuWThF----	:30		\$350.00	NM		
			See MG 3.5,3.6									
	4	KVVU	08/13/12-08/19/12	The Dr.Oz Show	4-5p	-TuWThF----	:30		\$350.00	NM		
			See MG 3.5,3.6									
	5	KVVU	08/16/12-08/17/12	The Dr.Oz Show	3-4p	-----ThF-----	:30		\$350.00	NM		
	④	MG for 3.4,3.3										
	6	KVVU	08/16/12-08/17/12	The Dr.Oz Show	3-4p	-----ThF-----	:30		\$350.00	NM		
	④	MG for 3.4,3.3										
E 4	KVVU	08/14/12	08/17/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	4	\$2,400.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
	Week: 08/13/12	08/19/12	-TWTF--	4				\$600.00				

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

Contract / Revision 489093 /	Alt Order # 06273652	
Contract Dates 08/14/12 - 08/20/12	Product RESTORE OUR FUTURE	Estimate # 501
Advertiser ISS/Restore Our Future		Original Date / Revision 08/13/12 / 08/13/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/	Rate	Type Spots	Amount
								Weekdays			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>							<u>Type</u>
2	KVVU	08/13/12-08/19/12		Fox 5 News at 5 MF 530-6p	M-F 530-6p			-TuwThF---	:30	\$600.00	NM
				See MG 4.5							
3	KVVU	08/13/12-08/19/12		Fox 5 News at 5 MF 530-6p	M-F 530-6p			-TuwThF---	:30	\$600.00	NM
				See MG 4.6							
5	KVVU	08/16/12-08/16/12		Special Early News				Special Early News:-----Th-----	:30	\$600.00	NM
④	MG for 4.2	08/16									
6	KVVU	08/17/12-08/17/12		Special Early News				Special Early News:-----F-----	:30	\$600.00	NM
④	MG for 4.3	08/17									

Totals

41

\$39,300.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/20/12	41	\$39,300.00	\$33,405.00
Totals	41	\$39,300.00	\$33,405.00

Signature: _____ **Date:** _____

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REP HEADLINE# 6273652 TRF# 489093
\$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
CHANGES *

FAX# 610-225-1191
CREDIT RISK !!!
HARRIS REPORT FROM REP AUG13/12 13.2
* * CHANGES * * * * KVWU-TV * * *

ADV # ADV. NAME ISS/RESTORE OUR FUTURE

REP. # _____ OFF. # 762 SALESMAN # _____

600 FAIRMOUNT AVENUE, SUITE 306

SALES PRSN PH- TERESA DIFURIA

ORDER # _____ CONTRACT # 6273652

CLASS: NATL. LOCAL REGIONAL

FLIGHT DATES AUG14/12 AUG20/12 WK-1

PRODUCT RESTORE OUR FUTURE ES#1501 COMMENTS: (LINE, ORDER,

卷之三

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDDEE

DATE AUG13/12 13.

REP: TO ROSE

OK'D MI-M5
SEE LINES 18-23
TOTAL SAME
PLS CNF THANKS

SEE LINI TOTAL SIS
PLS CNF

CON CM **** THIS IS A CASH IN ADVANCE SCHEDULE ****

ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021

AN ELECTRONIC INV. WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILABLE FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009

RESTORE OUR FUTURE

:LINE# :REP :CD: TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS: WEEK : DAYS :TOTL
:LINE# : : : : : : : : : : : : : : : : :
AGENCY ADVERTISER CODE = AGENCY EST# = 501
AGENCY PRODUCT CODE =

TU-F		8/17	2	\$275.00	30	2	S	300P-400P
PROGRAM :	ANDERSON COOPER							
RA35+ :	1.0							
CON COM1:	1X MAX/DAY							

REP HEADLINE# 6273652 TRF# 489093
\$\$\$ MOD# O: UNAPPROVED REV #1 \$\$\$

FAX# 610-225-1191
REP: TEL# 610-293-4100 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP AUG13/12 13-2
CHANGES *** KVVKU-TV ***

LINE#:	REP	CD:	TIME	PERIOD	: LGTH :	SEC :	RATE	: START :	END :	SPTS:	WEEK :	DAYS	: TOTAL:	: SPTS:
21	A	200P-300P			30		\$275.00	8/16	8/17	2		TH-F		2
PROGRAM :	ANDERSON COOPER													
RA35+ :	1.0													
ORD COM1:	TP CHG DUE TO NFL PRE-SEASON GAME. PRE-BOOKED PLS APPROVE.													
THIS IS A MAKE-GOOD FOR AUG16 ON LINE-2 FOR 2 SPOTS/WK														
3	S	400P-500P			30		\$350.00	8/14	8/17	2		TU-F		2
PROGRAM :	DR OZ													
RA35+ :	1.0													
CON COM1:	1X MAX/DAY													
22	A	300P-400P			30		\$350.00	8/16	8/17	2		TH-F		2
PROGRAM :	DR OZ													
RA35+ :	1.0													
ORD COM1:	TP CHG DUE TO NFL PRE-SEASON GAME. PRE-BOOKED PLS APPROVE.													
THIS IS A MAKE-GOOD FOR AUG16 ON LINE-3 FOR 2 SPOTS/WK														
4	S	530P-600P			30		\$600.00	8/14	8/17	2		TU-F		2
PROGRAM :	NEWS													
RA35+ :	2.0													
CON COM1:	1X MAX/DAY													
23	A	430P-500P			30		\$600.00	8/16	8/17	2		TH-F		2
PROGRAM :	NEWS													
RA35+ :	2.0													
ORD COM1:	TP CHG DUE TO NFL PRE-SEASON GAME. PRE-BOOKED PLS APPROVE.													
THIS IS A MAKE-GOOD FOR AUG16 ON LINE-4 FOR 2 SPOTS/WK														
6	S	800P-1100P			30		\$1,850.00	8/16	8/16	0		THU		0
PROGRAM :	NFL PRESEASON: CINCY V ATL													
RA35+ :	10.0													
PROGRAM :	NFL PRESEASON: CINCY V ATL													
RA35+ :	10.0													
ORD COM1:	TP CORRECTION. PRE-BOOKED PLS APPROVE.													
THIS IS A MAKE-GOOD FOR AUG16 ON LINE-6 FOR 2 SPOTS/WK														
THIS IS A MAKE-GOOD FOR AUG17 ON LINE-7 FOR 2 SPOTS/WK														
18	A	500P-800P			30		\$1,850.00	8/16	8/16	2		THU		2

REP HEADLINE# 6273652 TRF# 489093
S&S M&P C. INNODDODDODD DRY #1 S&S

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
CHANGES *

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP AUG13/12 13-2
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$ * * * CHANGES ** * * * KVUU-TV * * *

LINE#:	REP	CD:	TIME	PERIOD	:	LGTH	:	SEC	:	RATE	:	START	:	END	:	SPTS:	WEEK	:	DAY	:	TOTL:	:	SPTS:
AUG/12					:		:		:		:		:										

CONTRACT TOTAL SPOTS
TOTAL SPOTS 39300.00
41

MARKET TOTALS \$245,625 KVUU 16% KSNV 33% KTVU 0%
SVC- NSI KLVN 32% KTNV 19% KVMY 0% KVCW 0% CABL 0%
DEMONS- RA35+* KTUD 0%

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE